

# Heads Up in 10 Years

## The Anniversary Viewbook of CDC's Heads Up

Heads Up is a series of educational initiatives, developed by the Centers for Disease Control and Prevention (CDC), which share a common goal: to help protect people of all ages, especially children and teens, from concussions and other serious brain injuries and their potentially devastating effects.



**Centers for Disease  
Control and Prevention**  
National Center for Injury  
Prevention and Control



# Heads Up in 10 Years

This year marks the 10th anniversary of Heads Up. CDC's Heads Up provides educational resources to a wide range of audiences. From the first Heads Up materials for health care professionals launched in 2003, to later efforts focusing on sports programs and schools, Heads Up has helped to raise awareness of the need for improved prevention, recognition, and response to concussion and other serious brain injuries.

**Many organizations have contributed to the reach and success of Heads Up.** Through their invaluable participation, Heads Up materials have landed in the hands of parents, school and health care professionals, coaches, and athletes across the country.

Below is a quick summary of what we have accomplished together:

- **150+ million** media impressions through print media and TV public service announcements (PSAs)
- More than **6+ million** print materials distributed
- More than **1.5 million** coaches completing online trainings
- More than **50** Heads Up products developed
- **15,000+** Facebook fans, and growing
- More than **85+** organizations signed on as participating organizations
- Close to **40+** million social-media impressions

Check out the timeline on the following pages to get a snapshot of Heads Up activities and products created over the last 10 years.

## Brain Injury in Your Practice

CDC's first Heads Up product, the "Heads Up: Brain Injury in Your Practice" tool kit for health care professionals is launched in partnership with leading experts in the field, as well as 14 medical and health organizations. The tool kit includes a guide, an assessment tool, palm card, and care plans for health care professionals, as well as an educational booklet and fact sheets for patients. Designed for health care professionals working in the primary care setting, the goal of the tool kit is to help improve a patient's health outcomes through early diagnosis, management, and appropriate referral. The tool kit was updated and re-released in 2007 to incorporate the latest science on diagnosis and management of patients with mild TBI.

To date, over 250,000 print copies of the “Heads Up: Brain Injury in Your Practice” materials have been disseminated.

2003

The image is a collage of various informational materials related to concussion and brain injury, primarily from the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention (CDC).  
  
Key items visible include:  

- Concussion in Sports Palm Card:** A palm card providing information and tools to help medical staff with on-field recognition and management of concussion. It includes a table for 'Concussion Signs and Symptoms' with two columns: 'Signs Observed by Medical Staff' and 'Symptoms Reported by Athlete'.
  - Signs Observed by Medical Staff:** Appears dazed or stunned, Is confused about assignment, Forgets sports plays, Is unsure of game, score, opponent, Moves clumsily, Answers questions slowly, Loses consciousness (even briefly), Shows behavior or personality changes, Can't recall events prior to hit or fall (retrograde amnesia), Can't recall events after hit or fall (anterograde amnesia).
  - Symptoms Reported by Athlete:** Headache or 'pressure' in head, Nausea, Balance problems or dizziness, Double or fuzzy vision, Sensitivity to light, Sensitivity to noise, Feeling sluggish or slowed down, Feeling foggy or groggy, Does not 'feel right'.
- Concussion Signs and Symptoms Fact Sheet:** A larger sheet with the same table as the palm card, plus a section for 'Signs Observed by Medical Staff' and 'Symptoms Reported by Athlete'.
- Head Up: Preventing Concussion Brochure:** A brochure explaining that a concussion is a brain injury caused by a bump, blow, or jolt to the head. It includes a section titled 'How to Prevent a Concussion' with bullet points for adults and children.
  - Adults:** Wear a seat belt, Buckle your child in the car using a child safety seat, booster seat, or seat belt, Never drink while under the influence of alcohol or drugs.
  - Children:** Children should start using a booster seat when they outgrow their child safety seats (usually when they weigh about 40 pounds), They should continue to ride in a booster seat until the lap/shoulder belts in the car fit properly, typically when they are approximately 4'9" tall, Never drink while under the influence of alcohol or drugs.
  - Wear a helmet and make sure your children wear helmets that are fitted and maintained properly when:** Riding a bike, motorcycle, snowmobile, scooter, or all-terrain vehicle; Playing a contact sport, such as football, ice hockey, lacrosse, or boxing; Using inline skates or riding a skateboard; Bunting and running bases in baseball or softball; Riding a horse or; Skiing, sledding, or snowboarding.
  - Ensure that during athletic games and practices, you and/or your children:** Use the right protective equipment (should be fitted and maintained properly in order to provide the expected protection); Follow the safety rules and the rules of the sport; Practice good sportsmanship; Do not return to play with a known or suspected concussion until you have been evaluated and given permission by an appropriate health care professional.
  - Make living areas safer for seniors by:** Removing tripping hazards such as throw rugs and clutter in walkways; Using nonslip mats in the bathtub and on shower floors; Installing grab bars next to the toilet and in the tub or shower; Installing handrails on both sides of stairways; Improving lighting throughout the home; and Maintaining a regular exercise program to improve lower body strength and balance, if your health care professional agrees.
  - Make living areas safer for children by:** Installing window guards to keep young children from falling out of open windows; Using safety gates at the top and bottom of stairs when young children are around; Keeping stairs clear of clutter; Securing rugs and using rubber mats in bathtubs; and Not allowing children to play on fire escapes or on other unsafe platforms.
  - Make sure the surface on your child's playground is made of shock-absorbing material, such as hardwood mulch or sand, and is maintained to an appropriate depth.**
- Head Up: Facts for Physicians About Mild Traumatic Brain Injury (MTBI) Brochure:** A brochure with the title 'Head Up' and subtitle 'Facts for Physicians About Mild Traumatic Brain Injury (MTBI)'. It features a grid of images showing people in various settings and the CDC logo.
- Head Up: Facts about Concussion and Brain Injury WHERE TO GET HELP Brochure:** A brochure with the title 'Head Up' and subtitle 'Facts about Concussion and Brain Injury WHERE TO GET HELP'. It features a grid of images showing people in various settings and the CDC logo.
- Head Up: Facts for Health Care Professionals Brochure:** A brochure with the title 'Head Up' and subtitle 'Facts for Health Care Professionals'. It features a grid of images showing people in various settings and the CDC logo.
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# Heads Up:

## Concussion in High School Sports

CDC's first Heads Up concussion in sports product is launched. Developed in collaboration with experts in the field, the "Heads Up: Concussion in High School Sports" tool kit for high school coaches, athletic directors, parents, and athletes, includes a clipboard sticker, wallet card, video, guide for coaches, and posters and fact sheets for parents and athletes. The materials were developed with the goal of raising awareness and improving prevention, recognition, and response to concussion among high school athletes. A national evaluation study, conducted by CDC, found that the materials led to positive changes in high school coaches' knowledge, attitudes, and behavior and skills related to concussion prevention and management. The tool kit was updated and re-released in 2010 to reflect the latest science and guidelines on return to play protocols for young athletes with a concussion.

To date, over 300,000 print copies of the "Heads Up: Concussion in High School Sports" materials have been disseminated.

SEPT 2005

## HEADS UP CONCUSSION IN HIGH SCHOOL SPORTS

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION

### SIGNS AND SYMPTOMS

Athletes who experience **one or more** of the signs and symptoms (listed below after a bump, blow, or jolt to the head or body) may have a concussion.

Signs Observed by Coaching Staff	Symptoms Reported by Athlete
Appears dazed or stunned	Headache or "pressure" in head
Is confused about assignment or position	Nausea or vomiting
Forgets an instruction	Balance problems or dizziness
Is unsure of game, score, or opponent	Double or blurry vision
Moves clumsily	Sensitivity to light
Answers questions slowly	Sensitivity to noise
Loses consciousness (even briefly)	Feeling sluggish, hazy, foggy, or groggy
Shows mood, behavior, or personality changes	Concentration or memory problems
Can't recall events prior to hit or fall	Confusion
Can't recall events after hit or fall	Just not "feeling right" or is "feeling down"

**It's better to miss one game than the whole season.**  
For more information and to order additional materials **free-of-charge**, visit: [www.cdc.gov/concussion](http://www.cdc.gov/concussion).

June 2010

### ACTION PLAN

If you suspect that an athlete has a concussion, you should take the following four steps:

1. Remove the athlete from play.
2. Ensure that the athlete is evaluated by a health care professional experienced in evaluating for concussion. Do not try to judge the seriousness of the injury yourself.
3. Inform the athlete's parents or guardians about the possible concussion and give them the fact sheet on concussion.
4. Keep the athlete out of play the day of the injury and until a health care professional, experienced in evaluating for concussion, says the athlete is symptom-free and it's OK to return to play.

### IMPORTANT PHONE NUMBERS

**Emergency Medical Services**  
Name: \_\_\_\_\_  
Phone: \_\_\_\_\_

**Health Care Professional**  
Name: \_\_\_\_\_  
Phone: \_\_\_\_\_

**School Staff Available During Practices**  
Name: \_\_\_\_\_  
Phone: \_\_\_\_\_

**School Staff Available During Games**  
Name: \_\_\_\_\_  
Phone: \_\_\_\_\_

## HEADS UP CONCUSSION IN HIGH SCHOOL SPORTS

A FACT SHEET FOR PARENTS

### What is a concussion?

A concussion is a brain injury. Concussions are caused by a bump, blow, or jolt to the head or body. Even a "ding," "getting your bell rung," or what seems to be a mild bump or blow to the head can be serious.

### What are the signs and symptoms?

You can't see a concussion. Signs and symptoms of concussion can show up right after the injury or may not appear until several days after the injury. It's vital that signs and symptoms are noticed and reported. If you notice any of the symptoms listed below, keep your teen out of play and seek medical attention right away.

Signs Observed by Coaching Staff	Symptoms Reported by Athlete
Appears dazed or stunned	Headache or "pressure" in head
Is confused about assignment or position	Nausea or vomiting
Forgets an instruction	Balance problems or dizziness
Is unsure of game, score, or opponent	Double or blurry vision
Moves clumsily	Sensitivity to light
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Loses consciousness (even briefly)	Feeling sluggish, hazy, foggy, or groggy
Shows mood, behavior, or personality changes	Concentration or memory problems
Can't recall events prior to hit or fall	Confusion
Can't recall events after hit or fall	Just not "feeling right" or is "feeling down"

### How can you help your teen prevent a concussion?

Every sport is different, but there are steps your teens can take to protect themselves from concussions and other injuries. Make sure they wear the right protective equipment for their sport. Make sure they are using it properly. Be well-maintained, and be safe.

### What should you do if you think your teen has a concussion?

1. Tell your coaches and your parents. Never ignore a bump or blow to the head even if you feel fine. Also, tell your coach right away if you think you have a concussion or if one of your teammates might have a concussion.
2. Get a medical check-up. A doctor or other health care professional can tell if you have a concussion and when it is OK to return to play.
3. Give yourself time to get better. If you have a concussion, your brain needs time to heal. While your brain is still healing, you are much more likely to have another concussion. Repeat concussions can increase the time it takes for you to recover and may cause more damage to your brain. It is important to rest and not return to play until you get the OK from your health care professional that you are symptom-free.

### How can I prevent a concussion?

Every sport is different, but there are steps you can take to protect yourself.

- Use the proper sports equipment, including personal protective equipment. In order for equipment to protect you, it must be:
  - The right equipment for the game, position, or activity
  - Worn correctly and the correct size and fit
  - Used every time you play or practice
- Follow your coach's rules for safety and the rules of the sport.
- Practice good sportsmanship at all times.

**If you think you have a concussion: Don't hide it. Report it. Take time to recover.**

**It's better to miss one game than the whole season.**  
For more information and to order additional materials **free-of-charge**, visit: [www.cdc.gov/concussion](http://www.cdc.gov/concussion).

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION

June 2010

## HEADS UP CONCUSSION IN HIGH SCHOOL SPORTS

A FACT SHEET FOR ATHLETES

### What is a concussion?

A concussion is a brain injury that:

- Is caused by a bump, blow, or jolt to the head or body.
- Can change the way your brain normally works.
- Can occur during practices or games in any sport or recreational activity.
- Can happen even if you haven't been knocked out.
- Can be serious even if you've just been "dinged" or "had your bell rung."

All concussions are serious. A concussion can affect your ability to do schoolwork and other activities (such as playing video games, working on a computer, studying, driving, or exercising). Most people with a concussion get better, but it is important to give your brain time to heal.

### What are the signs and symptoms of a concussion?

You might notice one or more of the signs and symptoms listed below. If you notice any of these, or even if you're not sure, tell your coach or a health care professional right away.

### What should I do if I think I have a concussion?

1. Tell your coaches and your parents. Never ignore a bump or blow to the head even if you feel fine. Also, tell your coach right away if you think you have a concussion or if one of your teammates might have a concussion.
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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
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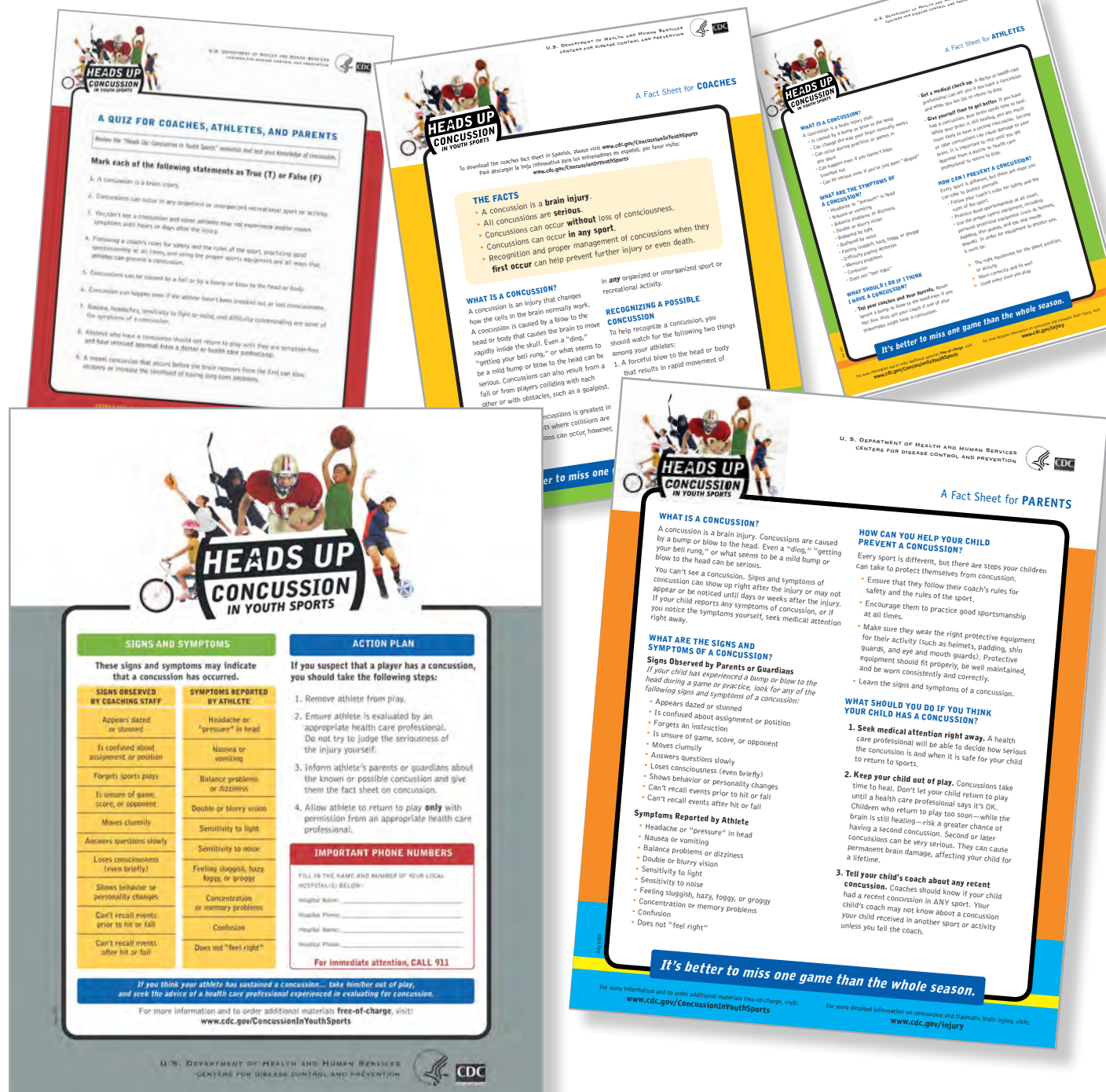
June 2010

# Heads Up:

## Concussion in Youth Sports

The "Heads Up: Concussion in Youth Sports" tool kit for youth sports coaches, parents, and athletes is launched. The tool kit was developed in collaboration with leading experts and 26 partner organizations including medical, health, and sports organizations. Materials in the tool kit include a clipboard, magnet, poster, and fact sheets for coaches, parents, and athletes. A national evaluation study, conducted by Michigan State University, found that after using the initiative's materials: 77% of coaches reported being able to more easily identify athletes who may have a concussion; 63% of coaches reported viewing concussions more seriously; and 72% of coaches reported educating others about preventing and managing concussions, including athletes, parents, and other coaches.

To date, almost 4 million print copies of the "Heads Up: Concussion in Youth Sports" materials have been disseminated. As part of the launch of the tool kit, over 2,000 YMCA's across the country received a copy of the tool kit along with a letter from the CEO of YMCA of the USA.



JULY 2007



“One thing we can do to keep sports safe is to make sure we properly diagnose and manage concussions. I make sure all my staff use CDC’s Heads Up materials, as I have seen first-hand how a concussion can sideline an athlete from sports, school, and even their normal daily life. This injury can have a significant impact on the way an athlete learns, thinks, acts, and feels. We need to take it seriously.”

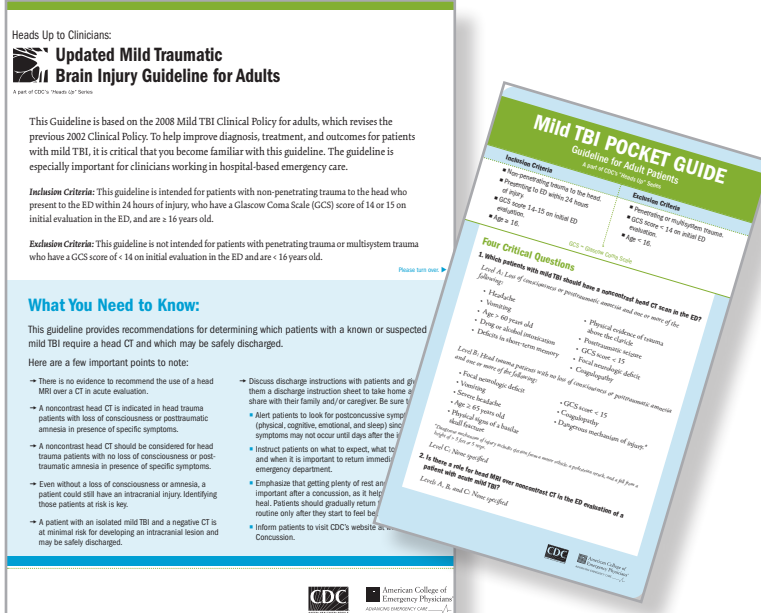
- Health Care Professional




Ad for the “Heads Up: Concussion in Youth Sports” tool kit appears in Sports Illustrated reaching over 11 million readers.



First Heads Up radio media tour takes place reaching over 30 million listeners.

Launch of the CDC/American College of Emergency Physician’s “Heads Up to Clinicians” guideline for adults with mild TBI seen in emergency departments. To help disseminate information in the guideline, fact sheets and pocket cards were created for clinicians and patients. To date, over 260,000 print copies of these materials have been disseminated. The materials for patients were also incorporated into electronic medical discharge systems. These systems provide education for patients seen in the emergency department and helped reach 85% of emergency departments across the country.

SEPT 2007

AUG 2007

MAR 2008





## Preventing Traumatic Brain Injury in Older Adults

Information for Family Members and Other Caregivers

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION



CDC launched the Heads Up initiative to help prevent fall-related TBIs among older adults, titled "Help Seniors Live Better, Longer: Prevent Brain Injury." The materials developed for this initiative include a booklet, brochure, and magnet, as well as posters and an event planning guide. To date, over 180,000 print copies of these materials have been disseminated. As part of the launch of the initiative, CDC partnered with a senior center in Lithonia, Georgia to host educational classes on fall safety, as well as a free tai chi class for older adults.



"Heads Up Washington" launched—first local Heads Up effort led by a coalition of state and local individuals and organizations led by the Brain Injury Association of Washington and the Seattle Seahawks. The launch included development of a public service announcement (PSA) that aired during Seahawks games during the 2008 season.



First Heads Up YouTube video launched, "Keeping Quiet Can Keep You Out of the Game, Tracy's Story," reaching over 40,000 viewers.



Heads Up and USA Hockey posters sent to ice rinks across the country. The posters include concussion signs and symptoms and the Heads Up action plan, which provides information on what to do if a concussion is suspected among a young athlete.



CDC and US Lacrosse launched the Heads Up educational materials for lacrosse coaches, parents, and athletes at the US Lacrosse National Convention.

APR 2008

JULY 2008

AUG 2008

APR 2009

DEC 2009



# Heads Up:

## National Football League PSA

PSA developed by the National Football League launched featuring the Heads Up website and messaging from the Heads Up initiative. The PSA aired during football games throughout the 2009/2010 football season, as well as on the jumbotron in Times Square during the months of March and April.

DEC 2009







# Heads Up:

## Online Training

CDC and the National Federation of State High School Associations launched the first online training on concussion for high school coaches, titled "Concussion in Sports: What You Need to Know." The training features information on how to spot a concussion and what to do if a concussion occurs. To date, over 1 million people have been trained through this course.

MAY 2010



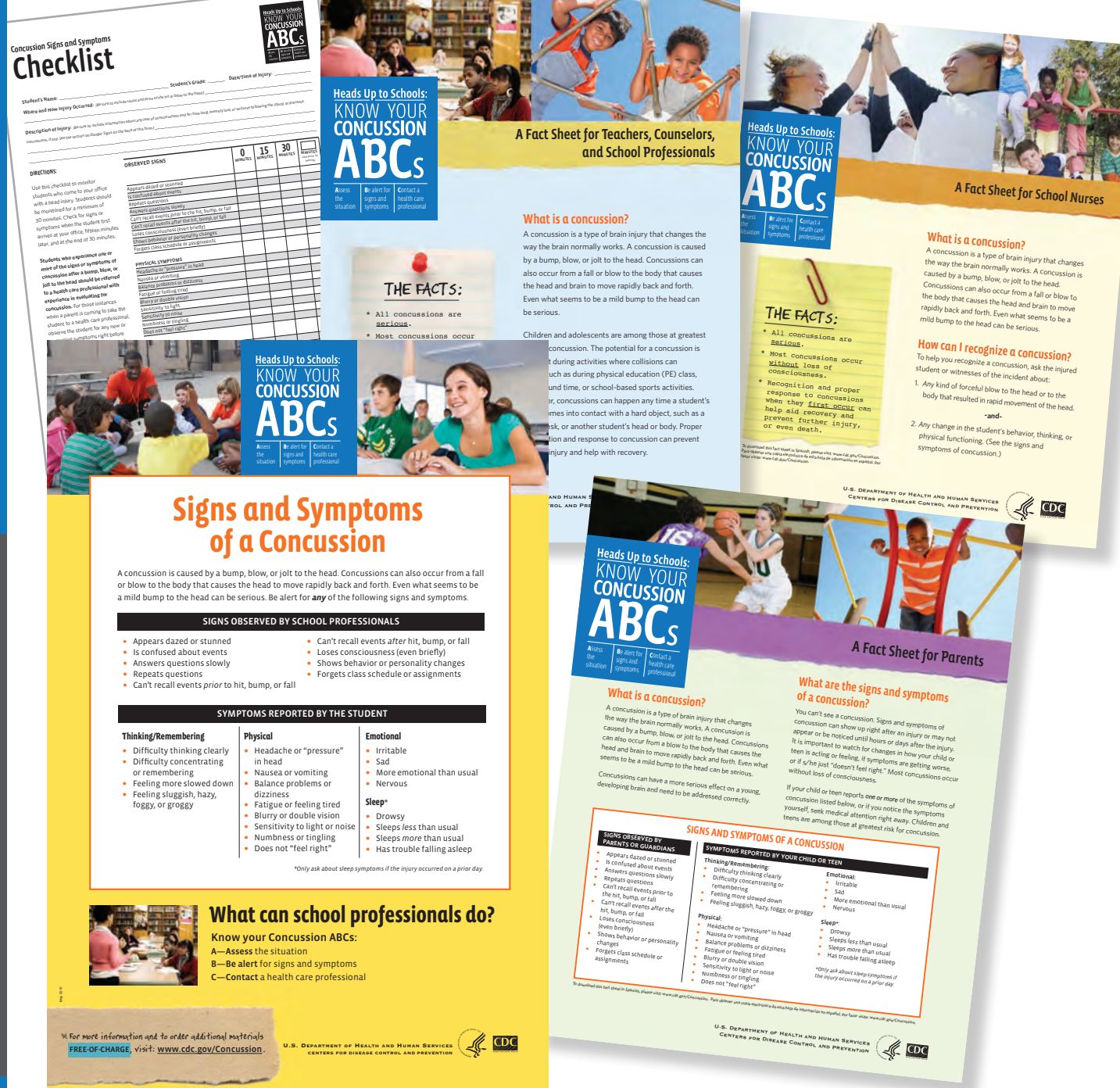
## 10

## 10 Year Anniversary Viewbook

MAY 2010

CDC worked with over 30 school, health, and medical organizations to develop, test, and launch the “Heads Up to Schools: Know Your Concussion ABCs” tool kit for school professionals (K-12). The tool kit includes a fact sheet for school nurses, fact sheet for parents, fact sheet for teachers and other school professionals, as well as a magnet, poster, and signs and symptom checklist. The materials include information on how to prevent, recognize and respond to concussion, as well as how to help students return to school following a concussion.

To date, over 1.3 million print copies of the “Heads Up to Schools: Know Your Concussion ABCs” materials have been disseminated.

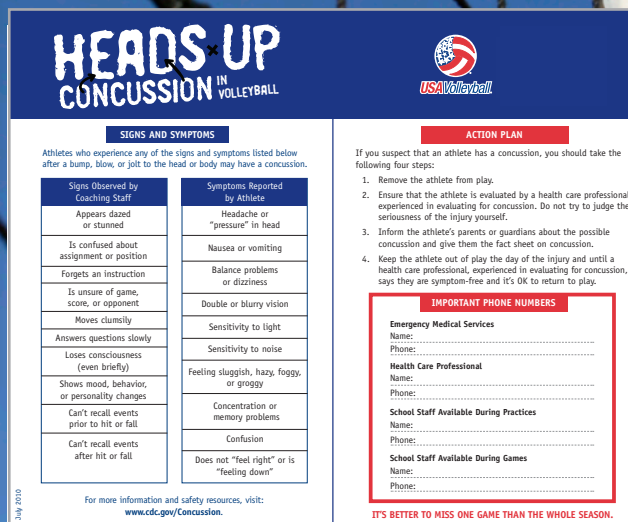






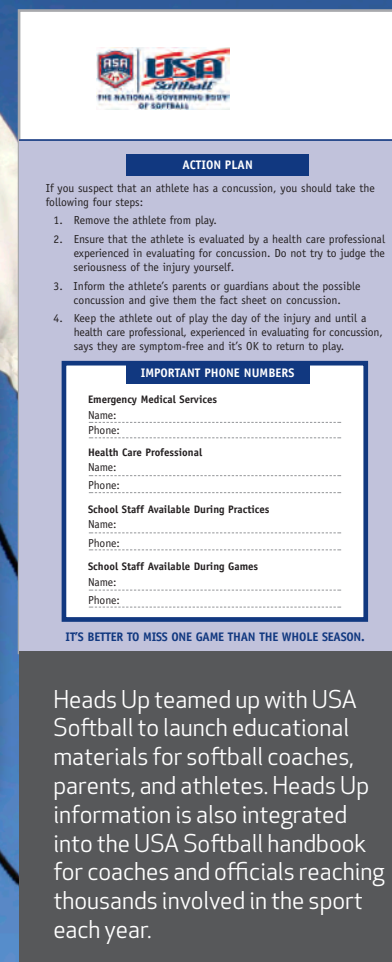
Heads Up joined Facebook and grows a fan-base of over 15,000. The page has helped create an online community for brain injury survivors, caregivers, and others who are helping spread the word about ways to help prevent this injury, as well as providing advice and tips for those living with and recovering from a brain injury.

JUNE 2010



Heads Up materials for volleyball coaches, parents, and athletes launched with USA Volleyball. The posters were disseminated to youth volleyball programs and hung in schools and locker rooms across the country.

JULY 2010



Heads Up teamed up with USA Softball to launch educational materials for softball coaches, parents, and athletes. Heads Up information is also integrated into the USA Softball handbook for coaches and officials reaching thousands involved in the sport each year.

AUG 2010

# Heads Up:

## Online Training

CDC launched the Heads Up online training for youth sports coaches and parents in partnership with 46 participating organizations. The training is used by multiple states, leagues, organizations, and schools to implement state and local concussion in sports policies. On average, 25,000 to 35,000 individuals complete the training each month. In January 2013, the training was adapted for use on tablets and smart phones.

AUG 2010







## A Fact Sheet for ATHLETES

SEPT 2010

SEPT 2010

OCT 2010

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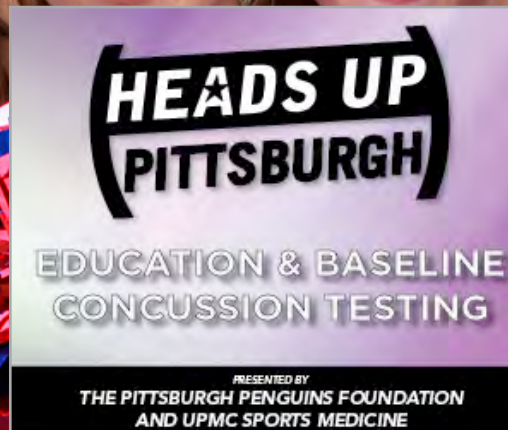
“If I knew then what I know now, I would have waited longer to go back to cheerleading after my first concussion. For others who are going through this, I want them to understand that concussion can affect your whole life.”

- High School Cheerleader



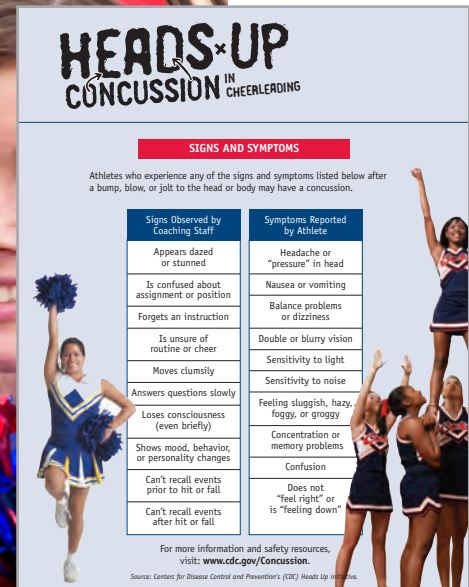
CDC hosted the first Heads Up Twitter Chat on concussion in sports with a panel of professional athletes and concussion experts.

JAN 2011



“Heads Up Pittsburgh” is launched—local Heads Up effort led by the Pittsburgh Penguins Foundation and the University of Pittsburgh Medical Center. “Heads Up Pittsburgh” has been instrumental in distributing Heads Up materials in the area. The effort also offers free baseline testing to youth hockey players in the city.

MAR 2011



Partnered with the American Association of Cheerleading Coaches and Administrators and USA Cheer to launch the Heads Up educational materials for coaches, parents, and athletes. Since then, Heads Up partners with AACCA every summer to distribute Heads Up concussion safety materials to cheer coaches and camps, reaching approximately 450,000 middle, high school all-star, and college cheerleaders each year.

APR 2011



# Heads Up:

## For Clinicians

CDC launched the “Heads Up to Clinicians: Addressing Concussion in Sports among Kids and Teens,” online training for health care professionals. Created through a grant to the CDC Foundation from the National Football League, the training includes the latest information on the diagnosis and management of concussion among young athletes and provides a free continuing education opportunity for health care professionals. To date over 150,000 people have viewed the training. The training was required by medical staff for the 2012 Summer Olympic Games and is required annually for all school nurses and athletic trainers in the state of New York.

OCT 2011





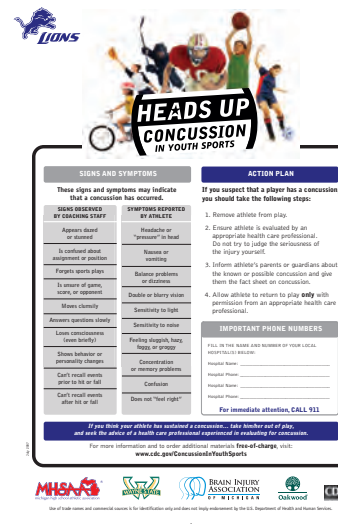
"Heads Up Baltimore" is launched—local Heads Up effort led by the Baltimore Ravens and MedStar Health LLC. As part of this effort, Heads Up concussion educational materials were sent to coaches, parents, and athletes throughout Baltimore and community events were held to raise awareness about concussion safety.

NOV 2011



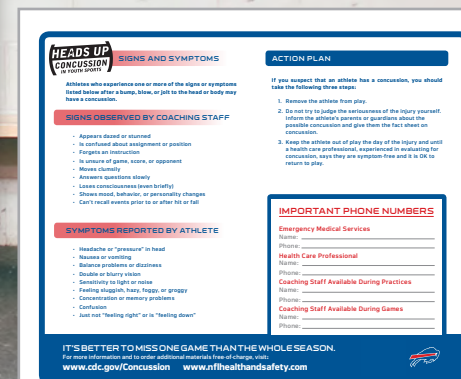
"Heads Up Nebraska" is launched—local Heads Up effort led by the University of Nebraska, Husker Sports, Bryan LGH, Nebraska Department of Health and Human Services, Nebraska Brain Injury Association, and the Nebraska Athletic Trainers Association. With a focus on social media outreach, "Heads Up Nebraska" works with college athletes, who have lent their voices to this effort, to help educate young athletes about concussion prevention and what to do if a concussion occurs.

JAN 2012



"Heads Up Michigan" is launched—local Heads Up effort led by Wayne State University, Detroit Lions, Oakwood Hospital, Michigan High School Athletics Association, and the Brain Injury Association of Michigan. As part of this effort, young athletes throughout the state receive concussion education through the Detroit Lions summer and football camps.

FEB 2012




NFL launched customized Heads Up materials for every NFL team in order to incorporate Heads Up concussion education in each NFL team's community outreach events.

MAY 2012



“My coach learned to recognize the symptoms of a concussion from these CDC materials. I am grateful for these posters and trainings now. (I feel that) I am still here today because of the efforts of the CDC.”

- High School Athlete



**ACTION PLAN**  
If you suspect that an athlete has a concussion you should take the following four steps:

1. Remove the athlete from play. When in doubt, sit them out.
2. Ensure that the athlete is evaluated by a health care professional experienced in evaluating for concussions. Do not try to judge the severity of the injury yourself.
3. Inform the athlete's parents or guardians about the possible concussion and give them the fact sheet on concussions.
4. Keep the athlete out of play the day of the injury and until an appropriate health care professional says they are symptom-free and it's OK to return to play.

Reference: <http://www.cdc.gov/concussion>

All information presented is provided by the Centers for Disease Control and Prevention (CDC).  
Visit [www.usafootball.com/concussions](http://www.usafootball.com/concussions) for more information.

Riddell announced the launch of a new hangtag for their youth football helmets in partnership with USA Football. The hangtag includes Heads Up concussion information including concussion signs and symptoms and action plan. The hangtag is now included on all Riddell youth football helmets.

MAY 2012



CDC's Heads Up joined with multiple sports entities and equipment manufacturers to launch a youth football safety and helmet replacement program for youth in underserved communities.

MAY 2012



**THE FACTS**

- A concussion is a **brain injury**.
- All concussions are **serious**.
- Concussions can occur **without** loss of consciousness.
- Concussions can occur in **any sport**.
- Recognition and proper management of concussions when they **first occur** can help prevent further injury or even death.

**WHAT IS A CONCUSSION?**  
A concussion is an injury that changes how the cells in the brain normally work. A concussion is caused by a blow to the head or body that causes the brain to move rapidly inside the skull. Even a "ding," "getting your bell rung," or what seems to be a mild bump or blow to the head can be serious. Concussions can also result from a fall or from players colliding with each other or with obstacles, such as a goalpost.

**RECOGNIZING A POSSIBLE CONCUSSION**  
To help recognize a concussion, you should watch for the following two things among your athletes:

1. A forceful blow to the head or body that results in rapid movement of the head.
2. **Any change** in the athlete's behavior, thinking, or physical functioning. (See the signs and symptoms of concussion listed on the next page.)

activity: As many as 3.8 million sports- and recreation-related concussions occur in the United States each year.<sup>2</sup>

**It's better to miss one game than the whole season.**

"Heads Up Northern California" is launched—local Heads Up effort led by Kaiser Permanente in Northern California. "Heads Up Northern California" provides Heads Up fact sheets to patients seen in all pediatric and emergency care clinics in the area and is working with partners in the community to provide the materials to thousands of athletes, coaches, and health care professionals.

AUG 2012



4

QUARTERS

OF FOOTBALL HELMET SAFETY

COACHES & PARENTS

PROPER FIT

QUARTER 1

**Visor** – Make sure your athlete's eyes are visible and he can see straight forward and side to side.

**Coverage** – The front helmet pad should cover the athlete's head from the middle of his forehead to the back of his head. The helmet should not sit too high or low. To check, make sure the ear holes line up with the athlete's ears.

**Chin strap** – The chin strap should be centered under the athlete's chin and fit snugly. Although no scientific research shows that mouth guards reduce the risk of concussion, athletes should wear a mouth guard to help prevent dental or facial injuries.

**Fit** – The helmet should "feel" snug with no gaps between the pads and the athlete's head. The helmet should not slide on the head with the chin strap in place.

*Why is the fit important? An improperly-fitted helmet can place an athlete at greater risk for injury.*

*Helmets help reduce the risk of severe brain injury and skull fracture, but NO helmet can prevent all concussions. There is no "concussion-proof" helmet and a helmet doesn't make you invincible to other injuries. It is important to avoid hits to the head, even when wearing a helmet.*

SAFER PLAY

QUARTER 2

**Make sure that your athlete:**

- Practices "Heads Up" football - never lowering his head during a hit or leading with his helmet;
- Uses proper techniques in blocking and tackling; and
- Follows the rules of play and practices good sportsmanship and self-control at all times.

**If you think an athlete has a concussion:**

1. Immediately remove the athlete from play; and
2. Seek medical attention right away from a qualified and informed professional.

**NEVER** let an athlete return to play the day of the injury and until a qualified and informed health care professional says it's OK. Although most athletes with concussion eventually recover, taking time to rest is the best way to make sure his brain recovers.

*When in doubt, the athlete should sit out and have a player assessment performed. The athlete's long-term health is more important than the outcome of a game.*

**Remember to teach athletes to play smart—these are their brains we're talking about! It's better to miss one game than the whole season.**

The Consumer Product Safety Commission (CPSC) and CDC launched the "4 Quarters of Football Helmet Safety" pocket card for football coaches and parents. The pocket card includes tips on how to fit, care for, and clean a football helmet, as well as when it needs to be repaired or replaced. To date, over 250,000 print copies of the pocket card have been distributed nationwide.

AUG 2012

"I received the tool kit and LOVE the materials! The clipboard and the magnet are my favorites. The fact sheets and materials are really well-done."

- Youth Sports Coach

HEADS UP

CDC.GOV/

TRAUMATICBRAININJURY

The Heads Up brain injury awareness PSA created through a partnership between Major League Baseball (MLB) Charities, CPSC, and CDC is launched. The PSA features MLB Network's Eric Byrnes and aired on MLB Network and in stadiums during the MLB playoff games.

OCT 2012

# Heads Up:

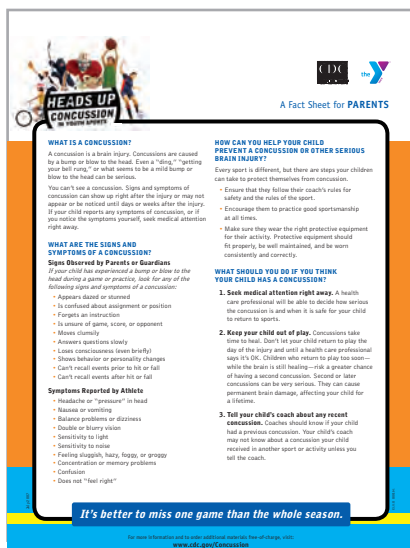
## Public Service Announcements

Heads Up PSAs featuring professional athletes sent to TV stations nationwide. The goal of the PSAs is to educate parents, kids, and teens about concussions and other serious brain injuries that occur both on and off the sports field. Athletes featured in the PSA include professional basketball player Luc Mbah a Moute, former professional football player Kurt Warner, former professional BMX bike rider TJ Lavin, professional baseball player Justin Morneau, U.S. Women's National Soccer Team Member Heather O'Reilly, and former professional snowboarder Kevin Pearce. To date, the PSAs have reached over 65 million viewers and counting.

JAN 2013







Launch of the CDC/YMCA of the USA co-branded Heads Up concussion education materials (including fact sheets, clipboards, stickers, etc.). Anchored in more than 10,000 communities, the Y has helped get concussion education out to communities that may not have otherwise received the Heads Up messaging on preventing, recognizing, and responding to a concussion.

JAN 2013



Launch of the CDC Foundation Heads Up app for parents. Created through a grant to the CDC Foundation from the National Operating Committee on Standards for Athletic Equipment (NOCSAE), the app teaches parents how to spot a concussion and what to do if a parent thinks their child has a concussion or other serious brain injury. Other key features include a helmet selector that helps parents find the right helmet for their child's or teen's activity, including information on what to look for, how to fit the helmet, and what to avoid. Some helmet companies now include a QR code for the app directly on their helmets to provide parents with easy access to brain injury and helmet safety information.

JULY 2013



First Heads Up info-graphic posters focusing on helping to keep kids and teens safe from concussion and other serious brain injuries are launched. The posters include the signs and symptoms of concussion, what to do if you think your child has a concussion, and safety tips to help keep kids and teens safe from concussion and other injuries on and off the sports field.

JULY 2013



Heads Up in 10 Videos launched on CDC's YouTube channel. The Heads Up in 10 videos include 10 short video segments that can be watched separately or as one video. The videos explore how to recognize a concussion, appropriately respond to it, be on the alert for other serious brain injuries, and help keep kids and teens safe from this injury. Viewers can also get pointers from professional athletes, tips from concussion experts, and stories from real-life teens and their parents.



For the first time, CDC launches customizable print materials for schools and sports teams to tailor with their logo and colors. These materials include Heads Up fact sheets for athletes, parents, coaches, and school professionals.

AUG 2013







For more information on CDC's Heads Up and to access concussion educational materials and resources, visit [www.cdc.gov/Concussion](http://www.cdc.gov/Concussion), contact CDC at [cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov) 1-800-CDC-INFO (232-4643) TTY 1-888-232-6348.